

WHAT IS CLAIMED IS:

1. A data communication system comprising:
 - a plurality of output devices;
 - a plurality of input devices allocated to a plurality of users of the system; and
 - at least one host computer, wherein identical information is output at the output devices, and the host computer transmits to the output devices further information allocated to the identical information, data relating to the further information and input into the plurality of input devices are transmitted to the host computer, and wherein the host computer selects, in response to the data received from the plurality of input devices, one or a subset of users and transmits a selected message to the selected user or subset of users.
2. The system of claim 1, wherein the identical information is advertising information allocated to a particular product or service.
3. The system of claim 1, wherein the further information allocated to the identical information is questions directed to the user or subset of users of the respective input devices.
4. The system of claim 2, wherein the further information allocated to the identical information is one or more questions directed to the user or subset of users of the respective input device.
5. The system of claim 4, wherein the host computer selects a user whose answers to the questions correspond to a set of reference answers stored in the host computer.
6. The system of claim 5, wherein the set of reference answers is determined from answers given by the plurality of users.

1 7. The system of claim 6, wherein the set of reference answers is determined on the
2 basis of a frequency of individual answers given by the plurality of users.

1 8. The system of claim 6, wherein answers contained in the set of reference answers
2 correspond to answers selected by a particular one of the plurality of users.

1 9. The system of claim 1, further comprising:
2 at least 1,000 input devices; and
3 at least 1,000 output devices.

1 10. The system of claim 1, wherein the identical information is transmitted from a master
2 station.

1 11. The system of claim 1, wherein the plurality of input devices are mobile phones.

1 12. The system of claim 1, wherein the plurality of output devices are mobile phones.

1 13. The system of claim 11, wherein the plurality of output devices are television sets.

1 14. A data communication method, the method comprising:
2 outputting identical information to a plurality of output devices;
3 transmitting from a host computer further information associated with the identical
4 information to the plurality of output devices; and
5 providing a plurality of input devices allocated to a plurality of different users such
6 that data relating to the further information and input into the respective input devices are
7 transmitted to the host computer, and the host computer selects, in reaction to the data

- 8 received from the input devices, one or a subset of the plurality of users and transmits a
- 9 selected message to the one user or subset of selected users.